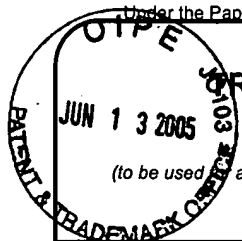


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**TRANSMITTAL FORM**

(to be used for all correspondence after initial filing)

Application Number	10/736,800
Filing Date	15 December 2003
First Named Inventor	Scott BLUM
Art Unit	3625
Examiner Name	Mark A. FODOK
Attorney Docket Number	30289-1010

Total Number of Pages in This Submission

ENCLOSURES (Check all that apply)

<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance communication to Technology Center (TC) <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Response to Election/Restriction Requirement and return-receipt postcard
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Remarks

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Mitchell P. Brook, Reg. No. 32,067 Luce, Forward, Hamilton & Scripps LLP
Signature	
Date	June 10, 2005

CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.

Typed or printed name	Amy M. Sheridan
Signature	
Date	June 10, 2005

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Atty. Docket No.: 30289-1010

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	Group Art Unit:	3625
Scott BLUM)		
Serial No.: 10/736,800)	Examiner:	Mark A. FODOK
Filed: December 15, 2003)	Confirmation No.:	4139
For: DIGITAL CONTENT AND)		
PRODUCT ORDERING)		
APPARATUS AND METHOD)		

San Diego, California
June 10, 2005

Mail Stop: AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

RESPONSE TO ELECTION/RESTRICTION REQUIREMENT

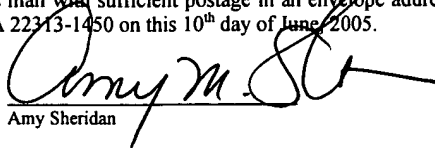
Dear Sir:

In response to an Election/Restriction Requirement dated May 12, 2005, please consider the following amendments and remarks.

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Amy Sheridan